

# Arizona Association of REALTORS®

## Public Relations/Consumer Outreach

AAR is undertaking an attention-getting Public Relations campaign as part of a fully integrated marketing plan. The Association is working with a Media Professionals to raise positive brand awareness for AAR and REALTORS® across the state, increase positive perceptions of the services it provides and differentiate between a licensed REALTOR® and other agents. We are working to develop strong media relationships and elevate AAR representatives as the Voice of Arizona Real Estate and go-to expert sources for real estate messaging.

AAR's Goals are to raise overall consumer awareness of AAR and improve consumer impressions of the benefits of utilizing a REALTOR®.

For example, we held a successful *ASK A REALTOR® HOTLINE* event which invited consumers from around Arizona to call in and ask our volunteer members their most pressing real estate questions. The event was promoted via Facebook ads and on various local news programs. We are also coordinating media coverage of our three statewide events for the Boys & Girls Club.

## Education Outreach

This program involves delivering education to members that focus on member competencies led by instructors who are practitioners in the topics they teach and that have exceptional instructional delivery skills through the use of a live remote delivery methods and free recorded webinars. In conjunction, AAR is providing partnership opportunities to local associations, brokerages and allied industries in delivering these events.

**As a result of having Diversity Training by NAR at the State Association we are pleased to announce:**

## Diversity Efforts:

AAR is planning a brunch/lunch inviting members that fit into the various diversity criteria. We will Invite members from HAREP, AAREA, VAREP, and members recommended by local associations. During this event leadership discuss the how and why they got involved in the association and the various ways the attendees can get involved at AAR. Invitees will have the opportunity to network with leadership/other members/staff and hopefully fill out a volunteer form to start getting involved.